

Jesse Tavares Is General Manager

Woolco Store Opens Wednesday

When the doors of the new Woolco Department Store open at 9:30 a.m. Wednesday the man heading the entire operation will be Jesse Tavares, General Manager.

He invites residents of the two Laredos and nearby towns to come in and get acquainted with an exciting new concept of merchandising. The store is located at 4500 San Bernardo Ave.

From the day of the grand opening ceremonies, the shopping center will be open every day except Sunday from 9:30 a.m. to 10 p.m.

"YOUR ONE stop for discounts" is the motto with which local shoppers will quickly become familiar, Tavares predicted.

The firm is one of the nation's fastest expanding because of public response to a policy which emphasizes tremendous discounts.

Tavares, at 37, typifies Woolco Department Store's enthusiastic and youthful management team.

An indication of the impact on Laredo's economy is the fact more than 300 jobs have been created to staff the gigantic sales areas and the "behind the scenes" accounting, warehousing and other departments.

WITH THE exception of a small number of department heads, most of the employees are Laredoans, typifying the area's very capable and dependable labor force.

Tavares started as a store trainee in Stockton, California, in 1957. His executive ability resulted in numerous promotions. He became the manager of three Woolworth Stores in Fresno, Calif.

He graduated from Madera High School and attended Fresno Junior College two years. The executive's hobbies include swimming, boating and water skiing.

Mr. and Mrs. Tavares live at 602 Lindenwood Drive. They have three children, ages 9, 10 and 11.

Woolco Set Up For Convenience

Beginning at the planning stage and continuing after the ribbon cutting, first and foremost in the thoughts of Woolco's well-trained employees are the comfort and conveniences of Woolco customers.

An accommodations center, at the front of the store, will provide facilities for cashing checks,

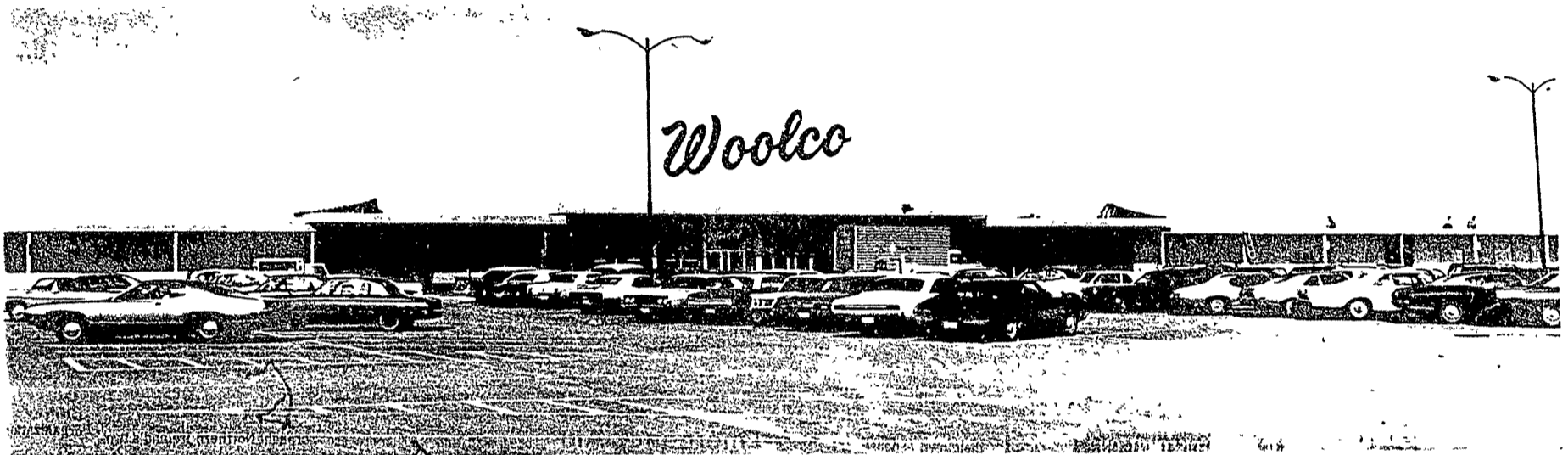
making refunds or exchanges, checking packages or getting information.

Added conveniences include parking facilities for 1,007 cars, a big auto service center, a fully stocked garden and pet shop and the gaily decorated Red Grille, a centrally located cafeteria with seating for 116.



JESSE TAVARES

Ribbon cutting at Laredo's excitingly huge shopping center will be at 9:30 a.m., Wednesday. As the photograph so clearly illustrates parking is available for hundreds of cars. So forget worrisome parking problems and relax at the "million-dollar plus" facility designed to make shopping lots of fun.



Abundant Parking Is Key Feature Of Woolco's



ED GUERRA

Ed Guerra Will Manage Merchandise

Ed Guerra, 27, is assistant general manager-merchandise. He and his wife, Delia, have three children, ages 1, 4 and 5. The family lives at 108 Mims.

His career included three years as manager of the National Shirt Shop in Corpus Christi. At the big Woolco Store in Corpus Christi he was promoted from assistant fashion wear manager to division manager to fashion wear manager.

Guerra is a graduate of W. B. Ray High School and Del Mar College. His hobbies are fishing and hunting.

Felix Landin Will Head Operations

Felix Landin Jr., 30, is assistant general manager for operations. He and his wife, Yolanda, and two children, live at 408 Lindenwood Dr.

His career has included employment at Gibson's and Shoppers World.

Landin joined Woolco in Corpus Christi in 1967 as drug department manager, a post held for two and a half years.

Then came promotion to division manager in Store 6011 at Corpus Christi. He graduated from Tuloso-Midway High School.

The executive's hobbies are "Woolco and outdoor activities."



FELIX LANDIN JR.

Bright And Airy

The interior of Woolco features high ceilings, full daylight, fluorescent lighting, vinyl floors, wide aisles and year around airconditioning. In a word, it is designed to make shopping fun.

Woolco Staff Is Young, But Has Vast Experience

Three hundred Laredoans are on the staff at the new Woolco Department Store.

Members of the management team are young in years, but have impressive records in retailing.

Jesse Tavares, general manager of the 21.5 acre retailing complex at 37, typifies the enthusiastic team of specialists.

Other members of the management team are:

Assistant general manager—operations, Felix Landin Jr.

Assistant general manager—merchandise, Eduardo Guerra.

Assistant division managers Roger Rendon and John Leeman Jr.

Office manager, Mrs. Elisa Elizondo.

Shoe Department head, Enrique Kalifa.

Personnel coordinator, Mrs. Margarita Gonzalez.

Merchandising supervisors Mrs. Roselee McClure, Mrs. Delia Sanchez and Mrs. Alejandra Amicl.

Men's and Boy's Wear Manager, Jose Garza.

Floor covering managers Jesus Leal and Jose Reyna.

Jewelry manager, Reynaldo Guerrero.

Camera shop director, Armando Cortez.

Sporting goods manager, Philip Goodrich.

Paint and accessories manager, Bruce Mackenzie.

Drugs, Cosmetics and Smoke Shop manager, Armando Moreno.

Appliances and electronics department head, King Mills.

Fashion wear manager, Alfonso Alarcon.

Red Grille manager, Mrs. Audrey Gutierrez.

Advertising manager, James Williams. Assistant, Larry Netzer.